

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.

1. Name of Property

Historic name: Norfolk Auto Row Historic District

Other names/site number: DHR No. 122-5797

Name of related multiple property listing:

N/A

(Enter "N/A" if property is not part of a multiple property listing)

2. Location

Street & number: Roughly bounded by East 14th Street, Monticello Avenue, West Brambleton Avenue, Boush Street, and Granby Street

City or town: Norfolk State: Virginia County: Independent City

Not For Publication:

N/A

Vicinity:

N/A

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property X meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

 national statewide X local

Applicable National Register Criteria:

X A B X C D

Signature of certifying official/Title:

Date

Virginia Department of Historic Resources

State or Federal agency/bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.

Signature of commenting official:

Date

Title :

State or Federal agency/bureau
or Tribal Government

Norfolk Auto Row Historic District
Name of Property

Norfolk, VA
County and State

4. National Park Service Certification

I hereby certify that this property is:

- ☐ entered in the National Register
☐ determined eligible for the National Register
☐ determined not eligible for the National Register
☐ removed from the National Register
☐ other (explain:) _____

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

- Private: ☒
- Public – Local ☒
- Public – State ☐
- Public – Federal ☐

Category of Property

(Check only **one** box.)

- Building(s) ☐
- District ☒
- Site ☐
- Structure ☐
- Object ☐

Norfolk Auto Row Historic District
Name of Property

Norfolk, VA
County and State

Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>50</u>	<u>34</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>1</u>	<u>0</u>	structures
<u>2</u>	<u>6</u>	objects
<u>53</u>	<u>40</u>	Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions

(Enter categories from instructions.)

DOMESTIC/Dwelling; Hotel

COMMERCE/Business; Financial Institution; Specialty Store; Restaurant; Warehouse

GOVERNMENT/Fire Station

RECREATION/Theater, Auditorium, Music Facility

AGRICULTURE/SUBSISTENCE/Processing

INDUSTRY/PROCESSING/EXTRACTION/Manufacturing Facility; Communications Facility

LANDSCAPE/Parking Lot

Current Functions

(Enter categories from instructions.)

DOMESTIC/Hotel; Multiple Dwelling

COMMERCE/Business; Specialty Store; Restaurant; Warehouse; Professional

GOVERNMENT/Government Office

RECREATION AND CULTURE/Music Facility

INDUSTRY/PROCESSING/EXTRACTION/Communications Facility

LANDSCAPE/Parking Lot; Street Furniture/Object

RELIGION/Religious Facility

HEALTH CARE/Sanitarium

Norfolk Auto Row Historic District
Name of Property

Norfolk, VA
County and State

7. Description

Architectural Classification

(Enter categories from instructions.)

LATE 19th AND EARLY 20TH CENTURY AMERICAN MOVEMENTS/ Commercial Style
MODERN MOVEMENT/Moderne
MODERN MOVEMENT/International Style
MODERN MOVEMENT/Art Deco
OTHER: Stripped Classical

Materials: (enter categories from instructions.)

Principal exterior materials of the property: WOOD/Plywood; BRICK; STONE/Limestone;
METAL/Cast Iron, Aluminum, Steel; STUCCO; CONCRETE; GLASS;
SYNTHETICS/Vinyl, Rubber, Plastic

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The Norfolk Auto Row Historic District is located in a flat area directly north of the Downtown Norfolk Historic District (#122-0265) with West Brambleton Avenue dividing them. The area consists of entirely commercial, mostly one-to-two story buildings with a handful of three- and four-story buildings and one 14-story building. The area was developed in the nineteenth century largely as an area for poor and middle class housing. With denser, high rise development emerging in downtown, business owners, particularly automobile sales and service companies, expanded north where there was access to larger lots to build showrooms and warehouses. By the early-to-mid twentieth century, all of the dwellings had been demolished, or altered beyond recognition, in favor of this new commercial development. The style of the buildings is generally Commercial Style but there are a few notable examples of Art Deco, International Style, and Moderne buildings. There are also a few buildings which stand out from the general stock of low-rise commercial buildings, including the Virginian-Pilot newspaper headquarters building, the former Golden Triangle Hotel, the former Center Theater and Auditorium (now the Harrison Opera House), and the purpose-built headquarters of WTKR television station. The district is bound by West Brambleton Avenue to the south, Boush Street and Granby Street to the west, Monticello Avenue to the east, and East 14th Street to the north.

Norfolk Auto Row Historic District
Name of Property

Norfolk, VA
County and State

Narrative Description

The district is comprised of roughly 54 acres with the district being wide at its southern end while narrowing to a one-block corridor at the northern end. There are 53 contributing and 40 non-contributing resources and several parking lots of varying sizes. Most of these buildings are of masonry construction with brick, stone or stucco exterior surfaces. Large windows are prominent as a result of so many buildings being used for automobile display. Most resources fit into the familiar category of Commercial Style buildings seen in many urban developments from the early-to-mid twentieth century. Among the non-contributing resources, there is a mixture of recent infill, which generally matches the size and massing of the historic resources, as well as historic resources with replacement facades. Many of these non-contributing historic resources likely have historic-period facades beneath their additions. There are also notable examples of Art Deco, International, and Moderne style resources. The primary artery running up the middle of the district, and parallel to Monticello Avenue, is Granby Street.

There is minimal vegetation in this urban historic district, with some landscaping incorporated with infill construction. There are sidewalks along most streets. The overall character of the district is defined by the low commercial buildings, usually constructed to the lot line. Several buildings along or near Brambleton Avenue are the tallest and represent a transition from the downtown high rise development to the former auto showrooms and service warehouses that define the historic character of the district. The district is anchored on the east by the large former Golden Triangle Hotel which, at the time of its construction in 1960-1961, was the first major hotel constructed in fifty years in Norfolk and the first full-service hotel outside of the traditional downtown area.

Within the Auto Row Historic District are several more notable buildings. Possibly the most prominent resource, and a rare four-story building within the district, is the Virginian-Pilot Building (#122-0849) constructed 1936-1937. This large limestone building is an important example of the Stripped Classical mode seen in the Philadelphia work of architect Paul P. Cret, and also features several circa 1950 Modern additions to the rear. The south facade of this building has five bays, with limestone cladding and groupings of three windows on each story. The central bay projects slightly outward and upward and has a recessed entrance with polished black granite sides and a granite stoop. There is a limestone veneer canopy with a lettered sign over the entrance. The entrance features two single-leaf aluminum and glass doors on either side of a central double-leaf main entry doorway. There is a limestone lintel above the doors topped by a huge single-light transom window. Above the taller first level, the bays are divided by large triglyph and metope reliefs which are echoed in a smaller version in a line of incised relief above the fourth story windows. Three horizontal bands in relief create a cornice line, broken only by a large keystone motif in the center. Other decorative elements include an incised herringbone motif between the central windows. The east and west sides of the building have three bays of a similar treatment.

Norfolk Auto Row Historic District

Norfolk, VA

Name of Property

County and State

Another large and striking building is the former Center Auditorium and Arena, now the Harrison Opera House (#122-0121), constructed 1941-1944. This massive limestone building has elements of the International and streamlined Moderne styles, and was a combination of an auditorium on one side (now the opera house façade) and an arena entered through the opposite side, with that façade facing northeast toward Granby Street and still completely intact. The historic east elevation has a limestone veneer with many of its windows being glass block or filled in with stone. The entry is recessed with a canopy and a glass enclosure. There are two single-leaf aluminum glass doors and two large aluminum storefront windows. Above the entry is a two-story façade with five vertical rows of glass block topped with triglyph reliefs. The sides of the central façade have corner glass block windows which extend around the corner to the north and south elevations. The two side bays, recessed from the prominent entry facade, have two vertical rows of glass block. The north elevation has three long rows of glass block of varying widths which provided light to the arena. This building was transformational for Norfolk's architecture as the first large scale Modern commission. It was the primary entertainment venue for the city from its construction until the building of Chrysler Hall and Scope in the 1970s, and demonstrates how the Granby Street corridor and district had become the commercial focus of the city by the mid-twentieth century.

Decidedly the most visible resource, as well as stylistically controversial, is the former Golden Triangle Motor Hotel built in 1960-1961. Designed by well-known Virginia and Washington, DC architect Anthony F. Musolino, this was the first major hotel built in the city since the early part of the twentieth century and also the first high end hotel built outside of the traditional downtown area. The project demonstrated that even by the 1960s, the Granby Street corridor remained a commercial focus for the city. The design is strikingly Modern and was an innovative "motor hotel" at the time of its construction. The former Golden Triangle Hotel is a fourteen-story concrete and glass angled building with a second story entry lobby accessed from a driveway ramp from the street below. The hotel formerly had two rear one-story wings which, along with the driveway ramp, gave the building a rare 'Y' shaped footprint. The lower portion of the hotel is wider and deeper than the upper eight stories, which are topped with a half-sized mechanical and service story. The rear of the building has an expanded first two stories which house convention space. The rear elevation features a central painted concrete tower with brick veneer which runs the full height of the hotel and splits the two angled sections that house the individual rooms. The first two stories are the same painted brick veneer exterior. The exterior form of the hotel is unchanged (except for the now-demolished rear wings) but for replacement fixed glass windows pierced by individual HVAC units. There is also a black aluminum and brick pier fence around the entire property as well as a swimming pool behind the back of the hotel.

Possibly the best remaining and most impressive car dealership building remaining is the three-story former Trant Motor Company (#122-0881) constructed in 1924 with a 1950 addition. It later housed Kline Chevrolet. This building still features two stories of large multi-light historic industrial windows and was designed by the prolific regional firm of Neff & Thompson. The

Norfolk Auto Row Historic District

Norfolk, VA

Name of Property

County and State

façade faces Monticello Avenue and features five bays which are defined by projecting courses of brick.

Several other notable buildings include the former J. Gilbert Grubb Motor Co. Chevrolet dealership (#122-0852) constructed in 1923 and designed by Peebles & Ferguson. The building retains much of its historic character and features and housed several car dealerships through the 1960s. The Texaco Building (#122-0853) was constructed 1917-1918 early in the building boom and is another prominent building related to the overall transportation industry as it served as the district office for the company. The Bell Motor Co. (#122-1183) was constructed in 1916 as a Chevrolet dealership and the two-storefront building retains much of its historic character.

The Norfolk Auto Row Historic District has maintained a strong density of contributing resources and retains its historic traffic patterns. The overall integrity is strong with feeling and setting of the district largely intact and with the type and form of the buildings much like it was during the period of significance.

Historic District Inventory

The resources in the following inventory are considered contributing if they fall within the Period of Significance from 1907 to 1966, have architectural integrity, and based upon their connection to either Criterion A for Commerce, Industry, Communications, and/or Performing Arts and/or Criterion C for Architecture. All non-contributing resources fall outside the Period of Significance or were built within the Period of Significance but have been so altered as to no longer have architectural integrity.

11th Street

East 110 11th Street

122-5797-0013

Other DHR Id#:

Primary Resource: **Commercial Building (Building), Stories 1, Style: Commercial Style, 1959**

Contributing Total: 1

East 122 11th Street

122-5797-0014

Other DHR Id#:

Primary Resource: **Office/Office Building (Building), Stories 1, Style: No discernible style, 1977**

Non-contributing Total: 1

Boush Street

720-732 Boush Street

122-1185

Other DHR Id#: 122-5797-0015

Primary Resource: **Communications Facility (Structure), Stories , Style: Moderne, 1949**

Norfolk Auto Row Historic District
Name of Property

Norfolk, VA
County and State

Contributing Total: 1

740 Boush Street

122-5797-0016

Other DHR Id#:

Primary Resource: **Office/Office Building (Building), Stories 2.5, Style: International Style, 1954**

Contributing Total: 1

749 Boush Street

122-5797-0017

Other DHR Id#:

Primary Resource: **Office/Office Building (Building), Stories 1, Style: Post Modern, 1965**

Contributing Total: 1

Brambleton Avenue

West 114-118 Brambleton Avenue

122-5797-0018

Other DHR Id#:

Primary Resource: **Office/Office Building (Building), Stories 1.5, Style: Commercial Style, 1950**

Contributing Total: 1

West 150 Brambleton Avenue

122-0849

Other DHR Id#: 122-5797-0019

Primary Resource: **Commercial Building (Building), Stories 4.5, Style: Art Deco, 1937**

Contributing Total: 1

West 160 Brambleton Avenue

122-5797-0020

Other DHR Id#:

Primary Resource: **Office/Office Building (Building), Stories 2, Style: Colonial Revival, 1950**

Contributing Total: 1

Granby Street

711 Granby Street

122-5797-0021

Other DHR Id#:

Primary Resource: **Office/Office Building (Building), Stories 2, Style: Moderne, 1917**

Norfolk Auto Row Historic District
Name of Property

Norfolk, VA
County and State

Contributing Total: 1

713-715 Granby Street

122-5797-0022

Other DHR Id#:

Primary Resource: **Commercial Building (Building), Stories 2, Style: No discernible style, 1965**

Non-contributing Total: 1

717 Granby Street

122-5797-0023

Other DHR Id#:

Primary Resource: **Commercial Building (Building), Stories 2, Style: Commercial Style, 1912**

Non-contributing Total: 1

719-723 Granby Street

122-5797-0024

Other DHR Id#:

Primary Resource: **Store (Building), Stories 2, Style: Commercial Style, 1913**

Non-contributing Total: 1

724-726 Granby Street

122-5797-0025

Other DHR Id#:

Primary Resource: **Commercial Building (Building), Stories 1, Style: Modernist, 1962**

Contributing Total: 1

725-727 Granby Street

122-5797-0026

Other DHR Id#:

Primary Resource: **Commercial Building (Building), Stories 1, Style: No discernible style, 1952**

Non-contributing Total: 1

729 Granby Street

122-5797-0027

Other DHR Id#:

Primary Resource: **Store (Building), Stories 1, Style: Commercial Style, 1949**

Contributing Total: 1

731 Granby Street

122-5797-0028

Other DHR Id#:

Primary Resource: **Commercial Building (Building), Stories 2, Style: Commercial Style,**

Norfolk Auto Row Historic District

Name of Property

1916

Norfolk, VA

County and State

Contributing Total: 1

733 Granby Street

122-5797-0029

Other DHR Id#:

Primary Resource: **Commercial Building (Building), Stories 2, Style: Commercial Style, 1916**

Contributing Total: 1

735 Granby Street

122-5797-0030

Other DHR Id#:

Primary Resource: **Commercial Building (Building), Stories 2, Style:**

Moderne, 1914

Contributing Total: 1

737 Granby Street

122-5797-0031

Other DHR Id#:

Primary Resource: **Store (Building), Stories 2, Style: Commercial Style,**

1914

Non-contributing Total: 1

739-753 Granby Street

122-5797-0032

Other DHR Id#:

Primary Resource: **Store (Building), Stories 2, Style: Commercial Style,**

1916

Non-contributing Total: 1

746 Granby Street

122-0852

Other DHR Id#: 122-5797-0033

Primary Resource: **Automobile Showroom (Building), Stories 3, Style: Commercial**

Style, 1923

Contributing Total: 1

Secondary Resource: **Shed (Building)**

Non-contributing Total: 1

Secondary Resource: **Sign (Object)**

Non-contributing Total: 1

759-761 Granby Street

122-0853

Other DHR Id#: 122-5797-0034

Primary Resource: **Commercial Building (Building), Stories 3, Style: Colonial Revival, 1918**

Contributing Total: 1

Norfolk Auto Row Historic District
Name of Property

Norfolk, VA
County and State

763-765 Granby Street **122-1183** *Other DHR Id#: 122-5797-0035*

Primary Resource: **Commercial Building (Building), Stories 2, Style: Commercial Style, 1916**

Contributing Total: 1

767 Granby Street **122-5797-0036** *Other DHR Id#:*

Primary Resource: **Commercial Building (Building), Stories 1, Style: Post Modern, Ca 2012**
Non-contributing Total: 1

800-800 1/2 Granby Street **122-1154** *Other DHR Id#: 122-5797-0037*

Primary Resource: **Commercial Building (Building), Stories 2, Style: Commercial Style, 1909**

Contributing Total: 1

801-803 Granby Street **122-5797-0038** *Other DHR Id#:*

Primary Resource: **Apartment Building (Building), Stories 4.5, Style: No discernible style, 1917**

Non-contributing Total: 1

802 Granby Street **122-1155** *Other DHR Id#: 122-5797-0039*

Primary Resource: **Commercial Building (Building), Stories 2, Style: Commercial Style, 1918**

Contributing Total: 1

804-808 Granby Street **122-1182** *Other DHR Id#: 122-5797-0040*

Primary Resource: **Commercial Building (Building), Stories 2, Style: Commercial Style, 1917**

Contributing Total: 1

805 Granby Street **122-5797-0041** *Other DHR Id#:*

Primary Resource: **Commercial Building (Building), Stories 1.5, Style: Modernist, 1919**

Contributing Total: 1

Norfolk Auto Row Historic District
Name of Property

Norfolk, VA
County and State

807 Granby Street

122-5797-0042

Other DHR Id#:

Primary Resource: **Commercial Building (Building), Stories 1.5, Style: Commercial Style, 1919**

Non-contributing Total: 1

809-811 Granby Street

122-5797-0043

Other DHR Id#:

Primary Resource: **Commercial Building (Building), Stories 1, Style: Commercial Style, 1945**

Contributing Total: 1

810 Granby Street

122-5797-0044

Other DHR Id#:

Primary Resource: **Store (Building), Stories 1, Style: Commercial Style, 1964**

Non-contributing Total: 1

812 Granby Street

122-5797-0045

Other DHR Id#:

Primary Resource: **Store (Building), Stories 1, Style: Commercial Style, 1955**

Non-contributing Total: 1

813-815 Granby Street

122-5797-0046

Other DHR Id#:

Primary Resource: **Commercial Building (Building), Stories 1, Style: Commercial Style, 1918**

Contributing Total: 1

814 Granby Street

122-5797-0047

Other DHR Id#:

Primary Resource: **Store (Building), Stories 2.5, Style: Art Deco, 1894**

Contributing Total: 1

817-819 Granby Street

122-5797-0048

Other DHR Id#:

Norfolk Auto Row Historic District
Name of Property

Norfolk, VA
County and State

Primary Resource: **Store (Building), Stories 1, Style: Commercial Style,**

1919

Non-contributing Total: 1

820 Granby Street

122-5797-0049

Other DHR Id#:

Primary Resource: **Service Station (Building), Stories 1, Style: Colonial Revival, 1962**

Contributing Total: 1

838 Granby Street

122-5797-0050

Other DHR Id#:

Primary Resource: **Office/Office Building (Building), Stories 2, Style: Colonial Revival, 1985**

Non-contributing Total: 1

848 Granby Street

122-5797-0051

Other DHR Id#:

Primary Resource: **Store (Building), Stories 2, Style: Modernist, 1958**

Contributing Total: 1

856-860 Granby Street

122-5797-0052

Other DHR Id#:

Primary Resource: **Service Station (Building), Stories 2, Style: Commercial**

Style, 1966

Contributing Total: 1

Secondary Resource: **Wall/Fence (Object)**

Non-contributing Total: 1

Secondary Resource: **Shed (Building)**

Non-contributing Total: 1

900-918 Granby Street

122-5797-0053

Other DHR Id#:

Primary Resource: **Office/Office Building (Building), Stories 2, Style: No discernible style,**

1917

Non-contributing Total: 1

1008 Granby Street

122-5797-0054

Other DHR Id#:

Primary Resource: **Commercial Building (Building), Stories 2, Style: Commercial Style,**

1907

Contributing Total: 1

1022 Granby Street

122-5797-0055

Other DHR Id#:

Norfolk Auto Row Historic District

Norfolk, VA

Name of Property

County and State

Primary Resource: Automobile Showroom (Building), Stories 1, Style: Commercial Style, 1954

Contributing Total: 1

1100 Granby Street

122-5797-0056

Other DHR Id#:

Primary Resource: Office/Office Building (Building), Stories 2, Style: Colonial Revival, 1959

Non-contributing Total: 1

Secondary Resource: Sign (Object)

Non-contributing Total: 1

1108 Granby Street

122-5797-0057

Other DHR Id#:

Primary Resource: Commercial Building (Building), Stories 1, Style: Commercial Style, 1947

Contributing Total: 1

1110 Granby Street

122-5797-0058

Other DHR Id#:

Primary Resource: Commercial Building (Building), Stories 1, Style: No discernible style, 1987

Non-contributing Total: 1

Secondary Resource: Service Station (Building)

Non-contributing Total: 1

Secondary Resource: Sign (Object)

Non-contributing Total: 1

1202 Granby Street

122-5797-0059

Other DHR Id#:

Primary Resource: Service Station (Building), Stories 1, Style: Commercial Style, 1985

Non-contributing Total: 1

Secondary Resource: Service Station (Building)

Non-contributing Total: 1

1216 Granby Street

122-5797-0060

Other DHR Id#:

Primary Resource: Office/Office Building (Building), Stories 2, Style: Commercial Style, 1948

Non-contributing Total: 1

Secondary Resource: Sign (Object)

Non-contributing Total: 1

Monticello Avenue

700 Monticello Avenue

122-5797-0001

Other DHR Id#: Primary Resource:

Hotel/Inn (Building), Stories 14, Style: Modernist, 1961

Contributing Total: 1

Norfolk Auto Row Historic District

Norfolk, VA

Name of Property

County and State

Secondary Resource: **Pool/Swimming Pool (Structure)**

Contributing Total: 1

Secondary Resource: **Toll House/Booth (Building)**

Non-contributing Total: 1

Secondary Resource: **Wall/Fence (Object)**

Non-contributing Total: 1

701 Monticello Avenue **122-5797-0002** *Other DHR Id#:*

Primary Resource: **Bus Station (Building), Stories 1, Style: Modernist, 1961**

Contributing Total: 1

Secondary Resource: **Sign (Object)**

Contributing Total: 1

723 Monticello Avenue **122-5797-0003** *Other DHR Id#:*

Primary Resource: **Restaurant (Building), Stories 1, Style: Modernist, 1964**

Contributing Total: 1

Secondary Resource: **Sign (Object)**

Contributing Total: 1

731 Monticello Avenue **122-5797-0004** *Other DHR Id#:*

Primary Resource: **Office/Office Building (Building), Stories 1, Style: Modernist, 1965**

Contributing Total: 1

741 Monticello Avenue **122-5797-0005** *Other DHR Id#:*

Primary Resource: **Government Office (Building), Stories 4, Style: Commercial Style, 1968**

Non-contributing Total: 1

751 Monticello Avenue **122-5797-0006** *Other DHR Id#:*

Primary Resource: **Service Station (Building), Stories 1, Style: Commercial Style, 1963**

Contributing Total: 1

795 Monticello Avenue **122-5797-0007** *Other DHR Id#:*

Primary Resource: **Commercial Building (Building), Stories 1.5, Style: Mixed (more than 3 styles from different periods, 0), Ca 1962**

Contributing Total: 1

861-865 Monticello Avenue **122-0857** *Other DHR Id#: 122-5797-0008*

Primary Resource: **Dairy (Building), Stories 2, Style: Art Deco, 1933**

Contributing Total: 1

Norfolk Auto Row Historic District
Name of Property

Norfolk, VA
County and State

1001 Monticello Avenue

122-5797-0009

Other DHR Id#:

Primary Resource: **Automobile Showroom (Building), Stories 2, Style: Commercial Style, 1916**

Contributing Total: 1

1201 Monticello Avenue

122-5797-0010

Other DHR Id#:

Primary Resource: **Commercial Building (Building), Stories 1, Style: Commercial Style, 1968**

Non-contributing Total: 1

1209 Monticello Avenue

122-5797-0011

Other DHR Id#:

Primary Resource: **Service Station (Building), Stories 1, Style: Commercial Style, 1968**

Non-contributing Total: 1

1301-1303 Monticello Avenue

122-0881

Other DHR Id#: 122-5797-0012

Primary Resource: **Automobile Showroom (Building), Stories 3, Style: Commercial Style, 1924**

Contributing Total: 1

Olney Road

East 135 Olney Road

122-1184

Other DHR Id#: 122-5797-0061

Primary Resource: **Commercial Building (Building), Stories 1.5, Style: Commercial Style, 1927**

Contributing Total: 1

East 139 Olney Road

122-5797-0062

Other DHR Id#:

Primary Resource: **Apartment Building (Building), Stories 1.5, Style: Commercial Style, 1934**

Non-contributing Total: 1

West 128 Olney Road

122-5797-0063

Other DHR Id#:

Primary Resource: **Commercial Building (Building), Stories 3, Style: Commercial Style,**

Norfolk Auto Row Historic District

Name of Property

1919

Norfolk, VA

County and State

Contributing Total: 1

West 130-132 Olney Road

122-0855

Other DHR Id#: 122-5797-0064

Primary Resource: Commercial Building (Building), Stories 2, Style: Commercial Style,
1923

Contributing Total: 1

West 134-136 Olney Road

122-5797-0065

Other DHR Id#:

Primary Resource: Commercial Building (Building), Stories 1, Style: No discernible style,
1946

Non-contributing Total: 1

West 138-140 Olney Road

122-5797-0066

Other DHR Id#:

Primary Resource: Commercial Building (Building), Stories 1, Style: Commercial Style,
1946

Non-contributing Total: 1

Princess Anne Road

East 113-115 Princess Anne Road

122-5797-0067

Other DHR Id#:

Primary Resource: Commercial Building (Building), Stories 1, Style: Commercial Style,
1919

Non-contributing Total: 1

East 114 Princess Anne Road

122-5797-0068

Other DHR Id#:

Primary Resource: Commercial Building (Building), Stories 1, Style: Commercial Style,
1946

Contributing Total: 1

East 117 Princess Anne Road

122-5797-0069

Other DHR Id#:

Primary Resource: Commercial Building (Building), Stories 2, Style: Commercial Style,
1946

Contributing Total: 1

East 119-121 Princess Anne Road

122-5797-0070

Other DHR Id#:

Primary Resource: Commercial Building (Building), Stories 3, Style: Commercial Style,

Norfolk Auto Row Historic District

Name of Property

1919

Norfolk, VA

County and State

Non-contributing Total: 1

Virginia Beach Boulevard

East 121 Virginia Beach Boulevard

122-5797-0071

Other DHR Id#:

Primary Resource: **Fire Station (Building), Stories 1.5, Style: Modernist, 1953**

Contributing Total: 1

Secondary Resource: **Shed (Building)**

Non-contributing Total: 1

Secondary Resource: **Shed (Building)**

Contributing Total: 1

West 111 Virginia Beach Boulevard

122-5797-0072

Other DHR Id#:

Primary Resource: **Doctors Office/Building (Building), Stories 1, Style: Commercial Style, 1971**

Non-contributing Total: 1

West 117 Virginia Beach Boulevard

122-5797-0073

Other DHR Id#:

Primary Resource: **Commercial Building (Building), Stories 2, Style: Commercial Style, 1908**

Contributing Total: 1

West 129 Virginia Beach Boulevard

122-0856

Other DHR Id#: 122-5797-0074

Primary Resource: **Garage (Building), Stories 2, Style: Art Deco, 1946**

Contributing Total: 1

West 160 Virginia Beach Boulevard

122-0121

Other DHR Id#: 122-5795-0075

Primary Resource: **Auditorium (Building), Stories 3, Style: Art Deco, 1944**

Contributing Total: 1

Wilson Avenue

West 112-114 Wilson Avenue

122-5797-0076

Other DHR Id#:

Primary Resource: **Commercial Building (Building), Stories 1, Style: Modernist, 1907**

Contributing Total: 1

West 116-126 Wilson Avenue

122-5797-0077

Other DHR Id#:

Primary Resource: **Commercial Building (Building), Stories 1, Style: Modernist, 1951**

Norfolk Auto Row Historic District
Name of Property

Norfolk, VA
County and State

Contributing Total: 1

Norfolk Auto Row Historic District
Name of Property

Norfolk, VA
County and State

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- ☒ A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- ☐ B. Property is associated with the lives of persons significant in our past.
- ☒ C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ D. Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

- ☐ A. Owned by a religious institution or used for religious purposes
- ☐ B. Removed from its original location
- ☐ C. A birthplace or grave
- ☐ D. A cemetery
- ☐ E. A reconstructed building, object, or structure
- ☐ F. A commemorative property
- ☐ G. Less than 50 years old or achieving significance within the past 50 years

Norfolk Auto Row Historic District
Name of Property

Norfolk, VA
County and State

Areas of Significance

(Enter categories from instructions.)

ARCHITECTURE

COMMERCE

COMMUNICATIONS

PERFORMING ARTS

INDUSTRY

Period of Significance

1907-1966

Significant Dates

1907, 1937, 1944, 1950

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

(the most prominent architects are listed first, then architects, builders, and contractors are listed alphabetically)

Peebles & Ferguson (architect)

Ferguson, Calrow & Wrenn (architect)

Musolino, Anthony F. (architect)

Meakin, Clarence W. (architect)

Mitchell, Benjamin F. (architect)

Simpson, John Arch (architect)

Mitchell and Wilcox (architect)

Baker & Brinkley (contractor)

Norfolk Auto Row Historic District

Name of Property

Norfolk, VA

County and State

Calrow, Browne & Fitz-Gibbon (architect)

Cohen, Sol William (architect)

The Dependable Construction Company

E.E. Weddle & Co. (builder)

Ferebee, Alex O. (architect)

Ferguson, Meakin & Moore (architect)

Fitz-Gibbon, T. David (architect)

Forbes, Edward M. (builder)

Graham & Co. (builder)

Hicks and Ingle Co. (builder)

Johnson, Jesse (builder)

Jordan, E.M. (architect and builder)

Lafayette Builders

Lublin, Alfred M. (architect)

McCloud, Logan (builder)

Moser, Philip B (architect)

Myers, E.L. (builder)

Myers, Vernon T. (builder)

Neff & Thompson (architect)

Nichols & Lindeman (builder)

Nugent-Price Construction Co.

R.M. Johnson & Son (builder)

R.R. Richardson & Co. (builder)

Rudolph, Cooke & Van Leeuwen (architect)

Saunders, W.H. (builder)

Sawyer, William F. (builder)

Simpson, Herbert Woodley (architect)

Smith, Austin F. (builder)

W.A. Hall & Co. (builder)

Walter T. Gregory Construction Corp.

Wilkinson, George F. (builder)

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Norfolk Auto Row Historic District is locally significant under Criterion A in the area of Transportation for its very strong link to Norfolk's automobile industry, including the sale and service of automobiles, the production of repair parts, and the location of the district office of the Texaco oil company. It is also locally significant under Criterion A in the area of Communication as the home to the leading local newspaper headquarters and the location of a major local television and radio company housed in its purpose-built 1950s headquarters. The district is eligible under Criterion A in the area of Performing Arts as home to the most important, and still extant, entertainment venue in the city for sixty years. Criterion A in the area

Norfolk Auto Row Historic District

Name of Property

Norfolk, VA

County and State

of Commerce is also justified given the nearly century-long period of sustained retail and commercial development in the area. Finally, the district is locally significant under Criterion C in the area of Architecture as a good example of a largely intact early-to-mid-twentieth century commercial district with notable examples of several important twentieth century architectural styles. The district retains a high level of historic integrity with a good balance of contributing resources and historic street patterns from its period of significance, which runs from the earliest building construction date of 1907 to a 1966 purpose-built, still-operating automotive service shop which has strong architectural integrity and is indicative of the history and business role of this district in Norfolk. Criterion Consideration G does not apply as the vast majority of the contributing resources are greater than 50 years old.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

Development of Architecture, Transportation, Commerce, and Communications

The Granby Street Auto Row Historic District is located directly north of the Downtown Norfolk Historic District (#122-0265; NRHP 1987) with Brambleton Avenue dividing them. The district consists of entirely commercial, mostly one-to-two-story buildings with a handful of three- and four-story buildings. The area originally was developed in the nineteenth century almost entirely as working class housing. With denser, high rise development emerging in downtown in the late nineteenth and early twentieth century, business owners, including a large number of automobile sales and service companies, expanded north where there was access to larger lots to build showrooms and warehouses. By the mid-twentieth century all of the dwellings had been demolished, or altered beyond recognition, in favor of this new commercial development trend. While there have been some alterations to the street patterns, the primary corridor of Granby and many of the smaller cross streets remain the same as when they were laid out for the earlier residential development. Today the district represents the continued commercial development of this section of Norfolk with new buildings following for the most part the size and massing of earlier commercial buildings. The existing historic resources date from the early twentieth century until well into the second half of the twentieth century and demonstrate a variety of styles including Art Deco, Moderne, International, Stripped Classical, and various forms of mainstream Commercial Style buildings.

During the development of the Auto Row area of Norfolk, dozens of buildings were constructed for the purpose of either selling or servicing automobiles. An extraordinary example of this is the fact that every parcel in the 700 block of Granby Street at one time or another contained a building related to the auto industry. These businesses included dealerships, repairs shops, parts suppliers and even small light industrial manufacturers, all supporting the huge expansion of the automobile industry occurring at this time in Norfolk and across the United States. The district also saw substantial retail development during this period as businesses moved north from downtown looking for cheaper land and a closer location to the residential areas of town.

An April 15, 1911, article in the "Building News and Review" section of *The Ledger-Dispatch* described real estate speculators buying up significant sections of the land around the

Norfolk Auto Row Historic District

Norfolk, VA

Name of Property

County and State

thoroughfares of Granby, Queen (now Brambleton), and James (now Monticello) streets at the mere rumor that the city might be constructing a public building in the area.¹ A mere three years later a May 16, 1914, article appeared in *The Ledger-Dispatch* entitled “Granby Street Has Grown in Marvelous Manner.” This article traces the rapid evolution of Granby Street into the main corridor out of downtown and, via side streets, to the primary residential areas of the city. By the time of this article, it was accepted as fact that “retail growth of the city was to be in the direction of Granby Street.” Initial hesitation by investors was solved when, two years earlier, the city extended Olney Road to Granby Street, thus linking the Granby commercial corridor to the popular neighborhoods of Ghent, Colonial Place, Park Place, Larchmont, Edgewater, and Lochhaven. This resulted in “so called ultra conservative investors” paying what would have recently “been called ‘Fancy’ prices for their Granby street holdings.” An assessment of land value at this time stated that “the point of highest values is at present on Granby street in the vicinity of City Hall avenue, and it is certain that this point will continue to move northward.” The city supported these efforts by contributing half of the funds to transform Granby Street from Queen (Brambleton) to 15th Street into a “White Way.” This entailed replacing the irregular wood power poles with uniform concrete replacements, installing street lights, and the creation of “new granolithic sidewalks on both sides of Granby street from Queen to Smith’s Creek, from curb to building line...”²

Less than two years later another article entitled “Many Buildings Being Erected” appeared in the December 26, 1915, *Virginian-Pilot*. The article described construction expanding in much of the city and highlighted several large projects in the Granby Street corridor focusing on the new Olney Road extension as the primary driving force in that area.³ On July 21, 1917 an article appeared in the *Norfolk Ledger-Dispatch* entitled “Oil Company Breaks Through Office Area; North Granby Buy Starts Realty Revival.” The editors reiterated their prediction from earlier years that “no mistake could be made by investing in real estate” on Granby Street north of Olney Road. As proof the example of the Texas Company (Texaco) which paid \$1,000 per linear foot of frontage for their new headquarters, a huge jump from previous bids in this newly developing corridor. The article went on to state that “the automobile interests were the first” and that it was when “the automobile invasion started that the predicted extension of the thoroughfare materialized substantially.”⁴ Only two years later an April 5, 1919, article in the *Norfolk Ledger-Dispatch* announced “Great Development of Olney Road, West of Granby, Soon to Be Under Way.” This article describes more than \$250,000 of construction with multiple car dealerships included: a huge building and warehouse for the sale and service of cars by Arthur W. Depue; a new building for the Bell Motor Co.; a new building for the Ford Vulcanizing Company. There were also three stores of two-to-three stories tall added to the business district.⁵ These, along with the already constructed Texaco building at the corner of Granby and Olney, filled in the entire block west of Granby Street.

The Texaco Norfolk Sales District headquarters building was one of the anchors of this automobile themed development in the early twentieth century. The three-story brick masonry office building features detailed brick exterior decorative elements and was one of the larger buildings in the area at the time. It was constructed in 1918 as the expansion up Granby Street was just getting underway and was designed by the well-known firm of Ferguson, Calrow & Wrenn with Baker & Brinkley, one of the most important contractors in the region, undertaking

Norfolk Auto Row Historic District

Norfolk, VA

Name of Property

County and State

the construction. The several dozen salaried employees at this office oversaw a region which included West Virginia, Virginia, and North Carolina. The second floor held the sales department, the third floor the accounting department and, interestingly, the first floor had a full service station underneath the upper two floors.

The most recent significant automobile-related development in the district is the General Tire Service building at 854-860 Granby Street (now a Firestone service facility), which was purpose-built in 1966 as an automotive repair building and is the district's most recently constructed contributing resource. An example of austere Modern architecture, the building retains its architectural integrity and features an eight-bay service garage on its south elevation, a full width showroom on its west elevation, as well as a second story for offices. It has served as an automobile service facility for its entire existence and adds to the overall automobile industry character of the district.

The large communication companies, and their prominent buildings, are also a defining feature of the south end of the district that is in many ways a transition from what was typically downtown and what was developing north of Brambleton Avenue. The Norfolk Newspapers Building (now the Virginia Pilot) was purpose-built in 1937 with a later addition in 1957. This was and is the leading newspaper in the region for nearly a century. Just one block away on Boush Street is the purpose built WTKR headquarters constructed in 1950 and still operating one of the city's three major local television stations today. It has expanded several times and takes up nearly an entire block.

This rapid pace of building continued for years as the city grew until the Granby Street corridor was a dense and thriving commercial district. Almost all of these buildings were of brick masonry construction with some later examples built with concrete block usually covered by brick or stucco veneer. Many of the still extant buildings from this time feature first stories with numerous large windows for display and smaller windows on second stories. The roofs are almost entirely flat or sloped to the rear with brick cornices and brick or terra cotta coping on the sides. Most of the historic buildings in the district are architect designed and include nearly all of the well-known local and regional figures in the field including Peebles & Ferguson; Neff & Thompson; Ferguson, Calrow & Wrenn; Anthony F. Musolino; Clarence W. Meakin; Benjamin F. Mitchell; John Arch Simpson; Mitchell & Wilcox.

The trend of evolving and developing commercial enterprises, as well as the decades long presence of the automobile industry, is demonstrated perfectly by the decision of Cavalier Ford in 1961 to move and expand their headquarters from a building on the corner of Granby and Olney Streets to a huge newly constructed building facing Monticello Avenue. The new facility housed their sales and service departments in 15,000 square feet, which was later expanded. The cost was \$250,000 and accomplished Cavalier Ford's goal of unifying their various service locations for the first time in nearly a decade. The obvious choice for a location was the still prominent and growing Norfolk Auto Row.⁶

Norfolk Auto Row Historic District
Name of Property

Norfolk, VA
County and State

Entertainment

The Centre Theater (now the Harrison Opera House) was constructed in 1944 originally to serve as an Army and Navy USO during World War II and later to serve dual purposes as an auditorium and an arena for the city of Norfolk. Its multi-year role as a huge entertainment venue for American military personnel demonstrates the incalculable link between Norfolk and the military community for all of the twentieth century. Well-known regional architects Clarence A. Neff and David Fitz-Gibbon designed the Moderne/International Style building and R.R. Richardson & Associates, one of the largest contractors in the area, completed the construction. The auditorium held 3,000 people while the theater could host 1,800. This facility served as the primary entertainment venue for Norfolk until the construction of the Scope Arena and Chrysler Hall in the 1970s and truly defined the arts and entertainment of the city for three decades.⁷

Architecture

Today, the Norfolk Auto Row Historic District retains a high level of integrity and the built environment is illustrative of a significant period of growth just outside Norfolk's traditional downtown. The district features important examples of major styles of early to mid-twentieth century architecture, including Moderne, Stripped Classical, International, and Art Deco, as well as eclectic versions of purpose-built Commercial style buildings. An important aspect of the district's overall character is the overarching theme of automobile-related commerce. The street patterns, sidewalks, and street furniture were designed to accommodate automobile transportation. Some of the parking lots were included in original designs, rather than built on the sites of razed buildings (as is often the case in historic districts from earlier periods). The low-density quality of the built environment, with low-slung buildings and ample parking, also was in keeping with mid-twentieth century planning and design strategies; this trend had a profound influence, as well, in suburbs where land was cheap and plentiful. It is also demonstrative of the driving force behind this expansion: business owners pulling out of the more expensive and densely built downtown to the south.

Partial List of Building Owners, Architects, Builders

720-732 Boush Street: WTAR Radio & Television Broadcasting Station. Rudolph, Cooke & Van Leeuwen (architects). R. R. Richardson & Co., Inc. (contractors). Alex O. Ferebee (architect). The Dependable Construction Co. (contractor).

150 West Brambleton Avenue: Norfolk Newspapers Building. Finlay F. Ferguson and Vernon A. Moore (architects). C. J. Lindemann (contractor).

160 West Brambleton Avenue: Commonwealth Building & Loan Association, Inc. T. David Fitz-Gibbon (architect). Horace A. Filer (contractor). The building was substantially enlarged and remodeled in 1961-1962. T. David Fitz-Gibbon (architect). W. A. Hall & Co. (contractors).

Norfolk Auto Row Historic District

Norfolk, VA

Name of Property

County and State

711 Granby Street: Reliance Electric Co. building. The Pittsylvania Corp. (owner). Neff & Thompson (architects).

724-726-726 ½ Granby Street: Western Union Telegraph Co. Office. Sol William Cohen (architect). Lafayette Builders (contractor).

729 Granby Street: Virginia Alcoholic Beverage Control Board- Store No. 209. Vernon T. Myers (contractor).

731-733 Granby Street: North Granby Realty Corp (owner). Neff & Thompson (architects). Austin F. Smith (contractor).

737 Granby Street: North Granby Realty Corp. (owner). Austin F. Smith (contractor).

746 Granby Street: J. Gilbert Grubb Motor Co. Robert B. Tunstall (property owner). Peebles & Ferguson (architects).

759-761 Granby Street/102-108 West Olney Road: Texaco Building. The Texas Company (owner). Ferguson, Calrow & Wrenn (architects). Baker & Brinkley (contractors).

800-800 ½ Granby Street: Mary R. Allyn (property owner). Originally built as a single family dwelling. Altered in 1920 as a storefront and dwelling. Graham & Co. (contractor).

801-803 Granby Street: Andrew Steen- Automobile Dealership. Neff & Thompson (architects). Nichols & Lindeman (contractors).

802 Granby Street: Bear Tire Co. J. Herbert Cofer (property owner). Edward M. Forbes (contractor).

804-806-808 Granby Street: Twin-State Motor Co. Edmund S. Ruffin (property owner). E. L. Myers (contractor).

805-807 Granby Street: General Machinery & Welding Corp. Nugent-Price Construction Co. (contractor).

813-815 Granby Street: David Pender Commercial Building. Logan McCloud (contractor).

817-819 Granby Street: Mary M. Eastwood Commercial Building. William F. Sawyer (contractor).

1008 Granby Street: Monarch Laundry Co. New façade added in 1916. George F. Wilkinson (contractor).

700 Monticello Avenue: Golden Triangle Motor Hotel. Anthony F. Musolino (architect). Morris Lapidus, Kornblath, Harle & Liebman (consulting architects). Hicks and Ingle Co. (contractor).

Norfolk Auto Row Historic District
Name of Property

Norfolk, VA
County and State

701 Monticello Avenue: Greyhound Bus Terminal. Clarence W. Meakin (architect). Walter T. Gregory Construction Corp. (contractor).

861-865 Monticello Avenue: Rosedale Dairy. Calrow, Browne & Fitz-Gibbon (architects).

1001-1015 Monticello Avenue: F. A. Roethke & Co. DeSoto and Plymouth dealership. Herbert Woodley Simpson (architect). Jesse Johnson (contractor). Extensive alterations in 1938 included a rear addition and a new façade on the original building. Philip B. Moser (architect). E. E. Weddle & Co. (contractor).

1301-1303 Monticello Avenue: Trant Motor Co. Neff & Thompson (architects). R. R. Richardson & Co. (contractors). Existing building remodeled and new addition built in 1950. Alfred M. Lublin (architect). J. T. Nichols (contractor).

108 East Olney Road: Gyro Metal Works Shop & Foundry. Mitchell & Wilcox (architects).

127-131 East Olney Road: Casterton Tire & Rubber Co. E. E. Weddle & Co. (contractor).

128 West Olney Road: Bell Motor Co., Inc. Automobile tires and accessories. W. H. Saunders (contractor).

113-115 East Princess Anne Road: Benjamin F. Mitchell (architect). R. R. Richardson & Co., Inc. (contractors).

119-121 East Princess Anne Road: Mrs. Alexina Cain Commercial Building. Neff & Thompson (architects). Nichols & Lindemann (contractors).

121 East Virginia Beach Boulevard: Norfolk Fire Station No. 6. John Arch Simpson (architect). R. M. Johnson & Son (contractors).

117 West Virginia Beach Boulevard: Southern Storage Warehouse. Edward M. Jordan (owner, architect, contractor).

129 West Virginia Beach Boulevard: Rosedale Dairy Garage & Repair Shop. Rudolph, Cooke & Van Leeuwen (architects).

160 West Virginia Beach Boulevard: Army and Navy USO Recreation Center/Center Theater/Auditorium and Arena/Harrison Opera House. Clarence A. Neff and T. David Fitz-Gibbon (architects). R. R. Richardson & Associates (contractor).

112-114 West Wilson Avenue: Miller, Rhoads & Swartz Department Store Stable. Benjamin F. Mitchell (architect).

116-126 West Wilson Avenue: Sutton Manufacturing Corp. John Arch Simpson (architect).

Norfolk Auto Row Historic District
Name of Property

Norfolk, VA
County and State

Norfolk Auto Row Historic District
Name of Property

Norfolk, VA
County and State

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

Building Permits (various). The Sargeant Memorial Collection, Norfolk Public Library, Norfolk, VA.

Norfolk City Directories (various). The Sargeant Memorial Collection, Norfolk Public Library, Norfolk, VA.

Parramore, Thomas C, Peter C. Stewart, Tommy L. Bogger. *Norfolk, The First Four Centuries*. Charlottesville, VA: University Press of Virginia, 1995.

Sanborn Fire Insurance Maps (various). The Sargeant Memorial Collection, Norfolk Public Library, Norfolk, VA.

The Norfolk Ledger-Dispatch (various).

The Virginian Pilot (various).

Wells, John E. Dalton and Robert E. Dalton. *The Virginia Architects: 1835-1955*. Richmond, VA: New South Architectural Press, 1997.

Wertenbaker, Thomas J. *Norfolk: Historic Southern Port*. Durham, NC: Duke University Press, 1962.

Wilson, Richard Guy & Contributors. *Buildings of Virginia, Tidewater and Piedmont*. New York: Oxford University Press, 2002.

Previous documentation on file (NPS):

- ☐ preliminary determination of individual listing (36 CFR 67) has been requested
- ☐ previously listed in the National Register
- ☐ previously determined eligible by the National Register
- ☐ designated a National Historic Landmark
- ☐ recorded by Historic American Buildings Survey # _____
- ☐ recorded by Historic American Engineering Record # _____
- ☐ recorded by Historic American Landscape Survey # _____

Primary location of additional data:

Norfolk Auto Row Historic District

Name of Property

Norfolk, VA

County and State

- ☒ State Historic Preservation Office
☐ Other State agency
☐ Federal agency
☐ Local government
☐ University
☐ Other

Name of repository: Virginia Department of Historic Resources, Richmond, VA

Historic Resources Survey Number (if assigned): DHR #122-5797

10. Geographical Data

Acreage of Property 53.71

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

- | | |
|--------------|------------|
| 1. Latitude: | Longitude: |
| 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: |
| 4. Latitude: | Longitude: |

Or

UTM References

Datum (indicated on USGS map):

☐ NAD 1927 or ☒ NAD 1983

- | | | |
|---------------|------------------|-------------------|
| 1. Zone: 18 N | Easting: 385337 | Northing: 4080340 |
| 2. Zone: 18 N | Easting: 385426 | Northing: 4079453 |
| 3. Zone: 18 N | Easting: 384832 | Northing: 4079494 |
| 4. Zone: 18 N | Easting : 384935 | Northing: 4080013 |

Norfolk Auto Row Historic District
Name of Property

Norfolk, VA
County and State

Verbal Boundary Description (Describe the boundaries of the property.)

The Norfolk Auto Row Historic District is bound by East Brambleton Avenue to the south, Boush Street and Granby Street to the west, Monticello Avenue to the east, and East 14th Street to the north as shown on the map entitled "Norfolk Auto Row Historic District, Norfolk, VA, Sketch Map."

Boundary Justification (Explain why the boundaries were selected.)

The boundaries delineate a clearly defined group of intact historic buildings and streetscapes from a particular period of commercial development in the history of Norfolk when business first began to emigrate in large numbers out of the traditional historic downtown. The current boundaries exclude areas of recent development and certain extensively altered resources and focus on the Granby Street and Monticello Avenue commercial corridor and the associated development patterns from the early-to-mid twentieth century.

11. Form Prepared By

name/title: Marcus R. Pollard; research assistance by William B. Inge
organization: Commonwealth Preservation Group
street & number: PO Box 11083
city or town: Norfolk state: VA zip code: 23517
e-mail: marcus@commonwealthpreservationgroup.com
telephone: 757-651-0494
date: February 28, 2014

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Norfolk Auto Row Historic District
Name of Property

Norfolk, VA
County and State

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: Norfolk Auto Row Historic District

City or Vicinity: City of Norfolk

County: Independent City

State: VA

Photographer: Marcus Pollard, Cathy Muncy

Date Photographed: December, January 2014

Description of Photograph(s) and number, include description of view indicating direction of camera:

1 of 14: (VA_Norfolk City_Norfolk Auto Row Historic District_0001)
100 block of West Brambleton Street, Facing NW

2 of 14: (VA_Norfolk City_Norfolk Auto Row Historic District_0002)
100 block West Brambleton, Facing NE

3 of 14: (VA_Norfolk City_Norfolk Auto Row Historic District_0003)
700 block of Boush Street, Facing NE

4 of 14: (VA_Norfolk City_Norfolk Auto Row Historic District_0004)
700 block of Boush Street, Facing SE

5 of 14: (VA_Norfolk City_Norfolk Auto Row Historic District_0005)
700 Monticello Avenue, Facing North

6 of 14: (VA_Norfolk City_Norfolk Auto Row Historic District_0006)
746 Granby Street, Facing NE

7 of 14: (VA_Norfolk City_Norfolk Auto Row Historic District_0007)
129 West Virginia Beach Blvd., Facing SW

Norfolk Auto Row Historic District
Name of Property

Norfolk, VA
County and State

8 of 14: (VA_Norfolk City_Norfolk Auto Row Historic District_0008)
700 block of Granby Street, Facing NW

9 of 14: (VA_Norfolk City_Norfolk Auto Row Historic District_0009)
100 block of East Olney Street, Facing East

10 of 14: (VA_Norfolk City_Norfolk Auto Row Historic District_0010)
800 block of Granby Street, facing NW

11 of 14: (VA_Norfolk City_Norfolk Auto Row Historic District_0011)
800 block of Granby Street, facing NE

12 of 14: (VA_Norfolk City_Norfolk Auto Row Historic District_0012)
100 block of West Virginia Beach Blvd., Facing West

13 of 14: (VA_Norfolk City_Norfolk Auto Row Historic District_0013)
800 block of Granby Street, Facing NE

14 of 14: (VA_Norfolk City_Norfolk Auto Row Historic District_0014)
1301-1303 Monticello Avenue, Facing West

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

ENDNOTES

¹ "Why So Much Interest in Granby Beyond Queen?" *The Ledger-Dispatch*, April 15, 1911, p.10.

² "Granby Street Has Grown in Marvelous Manner," *Norfolk Ledger-Dispatch*, May 16, 1914, p.18.

³ "Many Buildings Being Erected," *The Virginian Pilot and The Norfolk Landmark*, December 26, 1915, p.5.

⁴ "Oil Company Breaks Through Office Area; North Granby Buy Starts Realty Revival," *Norfolk Ledger-Dispatch*, July 21, 1917, p.9.

⁵ "Great Development of Olney Road, West of Granby Soon to Be Under Way," *Norfolk Ledger-Dispatch*, April 5, 1919, p.17.

⁶ "Cavalier Ford To Move," *The Virginian-Pilot*, November 10, 1961; "Ford Agency Ends Growth Program," *The Virginian-Pilot*, September 13, 1962, p.59; "Moving to Monticello, Expansion Costs \$250,000," *Ledger-Dispatch and Star*, December 6, 1961, p.12.

⁷ "Permanent Recreation Center, Including Auditorium, to Rise...," *The Virginian-Pilot*, September 10, 1941, p.1; "Center Theatre is Name Chosen For Auditorium," *The Norfolk Virginian-Pilot*, December 22, 1943, p.1.